

## WHAT IS CLAIMED IS:

## 1. A data-providing system comprising:

a first data-transmitting section for transmitting a continuous stream of content data that consists of multimedia content groups, each composed of program data and auxiliary data items;

an edit control section for performing an operation on the attributes of each program data and auxiliary data items, thereby automatically assembling new data; and

a second data-transmitting section for selecting the auxiliary data items to be inserted into the program data in accordance with the new data assembled by the edit control section, thereby to transmit a continuous stream of content data that consists of multimedia content groups, each composed of the program data and the auxiliary data items.

2. The system according to claim 1, further comprising a data server apparatus for changing the order of the items of the content data which has been assembled by the edit control section and which consists of multimedia content groups, each consisting of the program data and the auxiliary data items, and for outputting the items of content data in the order changed, thereby to transmit the content data.

3. The system according to claim 1, further comprising a data server apparatus for skipping a certain auxiliary data items contained in the content data which has been assembled by the edit control section and which consists of multimedia content groups,

each consisting of the program data and the auxiliary data items, thereby to transmit the content data.

4. The system according to claim 1, further comprising a data server apparatus for transmitting additional auxiliary data items, together with the content data which has been assembled by the edit control section and which consists of multimedia content groups, each consisting of the program data and the auxiliary data items.

5. The system according to claim 4, wherein the data server apparatus acquires the additional auxiliary data items from an external system, by the use of the edit control section.

6. The system according to claim 4, wherein the data server apparatus incorporates means for generating the additional auxiliary data items.

7. The system according to claim 1, further comprising a data terminal apparatus for changing the order of the items of the content data which has been assembled by the edit control section and which consists of multimedia content groups, each consisting of the program data and the auxiliary data items, and for transmitting the items of content data in the order changed.

8. The system according to claim 1, further comprising a data terminal apparatus for skipping a certain auxiliary data items contained in the content data which has been assembled by the edit control section and which consists of multimedia content groups, each consisting of the program data and the auxiliary data items, thereby to transmit the content data.

9. The system according to claim 1, further comprising a data terminal apparatus for transmitting additional auxiliary data items, together with the content data which has been assembled by the edit control section and which consists of multimedia content groups, each consisting of the program data and the auxiliary data items.
10. The system according to claim 9, wherein the data terminal apparatus acquires the additional auxiliary data items from an external system, by the use of the edit control section.
11. The system according to claim 9, wherein the data terminal apparatus incorporates means for generating the additional auxiliary data items.
12. The system according to claim 1, wherein the program data and the auxiliary data items have an attribute each, which can be transferred to a position remote from the program data and the auxiliary data items.
13. The system according to claim 1, further comprising a data server apparatus for describing attribute data representing means for transferring money and settling charge between players concerning the program data and the auxiliary data items before the program data and auxiliary data items are transmitted in a prescribed order.
14. The system according to claim 13, wherein the data server apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated by the edit control section.
15. The system according to claim 14, wherein the data server apparatus describes

attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control section have generated by changing the order in which the items of the content data are to be transmitted.

16. The system according to claim 14, wherein the data server apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control section have generated by skipping a certain auxiliary data item.

17. The system according to claim 14, wherein the data server apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control section have generated by transmitting additional auxiliary data items.

18. The system according to claim 17, wherein the data server apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which are generated from the additional auxiliary data items.

19. The system according to claim 1, further comprising a data terminal apparatus for describing attribute data representing means for transferring money and settling charge between players concerning the program data and the auxiliary data items before the program data and auxiliary data items are transmitted in a prescribed order.

20. The system according to claim 19, wherein the data terminal apparatus

describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated by the edit control section.

21. The system according to claim 19, wherein the data terminal apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control section have generated by changing the order in which the items of the content data are to be transmitted.

22. The system according to claim 19, wherein the data terminal apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control section have generated by skipping a certain auxiliary data item.

23. The system according to claim 19, wherein the data terminal apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control section have generated by transmitting additional auxiliary data items.

24. The system according to claim 23, wherein the data server apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which are generated from the additional auxiliary data items.

25. The system according to claim 1, further comprising a data server apparatus for

describing attribute data representing conditions of limiting the transmission of new program data and auxiliary data items which have been generated by the edit control apparatus.

26. The system according to claim 25, wherein the data server apparatus describes attribute data representing conditions of changing the order in which the program data and auxiliary data items are to be transmitted, in accordance with the relation between the program data and the auxiliary data items.

27. The system according to claim 25, wherein the data server apparatus describes attribute data representing conditions of stopping the transmission of the program data and auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

28. The system according to claim 25, wherein the data server apparatus describes attribute data representing conditions of transmitting the program data and auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

29. The system according to claim 25, wherein the data server apparatus describes attribute data representing conditions of acquiring additional auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

30. The system according to claim 1, further comprising a data terminal apparatus for describing attribute data representing conditions of limiting the transmission of new program data and auxiliary data items which have been generated by the edit

control apparatus.

31. The system according to claim 30, wherein the data terminal apparatus describes attribute data representing conditions of changing the order in which the program data and auxiliary data items are to be transmitted, in accordance with the relation between the program data and the auxiliary data items.

32. The system according to claim 30, wherein the data terminal apparatus describes attribute data representing conditions of stopping the transmission of the program data and auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

33. The system according to claim 30, wherein the data terminal apparatus describes attribute data representing conditions of transmitting the program data and auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

34. The system according to claim 30, wherein the data terminal apparatus describes attribute data representing conditions of acquiring additional auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

35. A data server apparatus comprising:

a first data-transmitting section for transmitting a continuous stream of content data that consists of multimedia content groups, each composed of program data and auxiliary data items;

an edit control section for performing an operation on the profile data items of the attributes of each program data and auxiliary data items, thereby automatically assembling new data; and

a second data-transmitting section for selecting the auxiliary data items to be inserted into the program data in accordance with the new data assembled by the edit control section, thereby to transmit a continuous stream of content data that consists of multimedia content groups, each composed of the program data and the auxiliary data items.

36. The data server apparatus according to claim 35, wherein the edit control section changes the order of the items of the content data that consists of multimedia content groups, each composed of the program data and the auxiliary data items, thereby to transmit the items of the content data in the order changed.

37. The data server apparatus according to claim 35, wherein the edit control section skips a certain auxiliary data item contained in the content data that consists of multimedia content groups, each composed of the program data and the auxiliary data items, thereby to transmit the content data.

38. The data server apparatus according to claim 35, wherein the edit control section transmits additional auxiliary data items, together with the content data that consists of multimedia content groups, each composed of the program data and the auxiliary data items.

39. The data server apparatus according to claim 38, wherein the edit control

section acquires the additional auxiliary data items from an external system.

40. The data server apparatus according to claim 38, further comprising means for generating the additional auxiliary data items.

41. The data server apparatus according to claim 35, wherein attribute data can be described, representing means for transferring money and settling charge between players concerning the program data and auxiliary data items, thereby to transmit the program data and transmit the auxiliary data items in a prescribed order.

42. The data server apparatus according to claim 41, wherein attribute data can be described, representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control apparatus has generated.

43. The data server apparatus according to claim 41, wherein attribute data is described, representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control apparatus has generated by changing the order in which the items of the content data are to be transmitted.

44. The data server apparatus according to claim 41, wherein attribute data is described, representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control apparatus has generated by skipping a certain auxiliary data item.

45. The data server apparatus according to claim 41, wherein attribute data is

described, representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control apparatus has generated by transmitting additional auxiliary data items.

46. The data server apparatus according to claim 45, wherein attribute data is described, representing means for transferring money and settling charge between players concerning new program data and auxiliary data items, which have been generated from the additional auxiliary data items.

47. The data server apparatus according to claim 35, wherein attribute data is described, representing conditions of limiting the transmission of new program data and auxiliary data items which have been generated by the edit control apparatus.

48. The data server apparatus according to claim 47, wherein attribute data is described, representing conditions of changing the order in which the program data and auxiliary data items are to be transmitted, in accordance with the relation between the program data and the auxiliary data items.

49. The data server apparatus according to claim 47, wherein attribute data is described, attribute data is described, representing conditions of stopping the transmission of the program data and auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

50. The data server apparatus according to claim 47, wherein attribute data is described, representing conditions of limiting the transmission of additional auxiliary data items, in accordance with the relation between the program data and the auxiliary

data items.

51. The data server apparatus according to claim 47, wherein the data attribute data is described, representing conditions of acquiring additional auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

52. A data terminal apparatus comprising:

a first data-transmitting section for receiving a continuous stream of content data that consists of multimedia content groups, each composed of program data and auxiliary data items;

an edit control section for performing an operation on the attributes of each program data and auxiliary data items, thereby automatically assembling new data; and

a second data-transmitting section for selecting the auxiliary data items to be inserted into the program data in accordance with the new data assembled by the edit control section, thereby to transmit a continuous stream of content data that consists of multimedia content groups, each composed of the program data and the auxiliary data items.

53. The data terminal apparatus according to claim 52, wherein the edit control section changes the order of the items of the content data that consists of multimedia content groups, each composed of the program data and the auxiliary data items, thereby to transmit the items of the content data in the order changed.

54. The data terminal apparatus according to claim 52, wherein the edit control

section skips a certain auxiliary data item contained in the content data that consists of multimedia content groups, each composed of the program data and the auxiliary data items, thereby to transmit the content data.

55. The data terminal apparatus according to claim 52, wherein the edit control section transmits additional auxiliary data items, together with the content data that consists of multimedia content groups, each composed of the program data and the auxiliary data items.

56. The data terminal apparatus according to claim 55, wherein the edit control section acquires the additional auxiliary data items from an external system.

57. The data terminal apparatus according to claim 55, further comprising means for generating additional auxiliary data items.

58. The data terminal apparatus according to claim 52, wherein attribute data can be described, representing means for transferring money and settling charge between players concerning the program data and auxiliary data items, thereby to transmit the program data and transmit the auxiliary data items in a prescribed order.

59. The data terminal apparatus according to claim 58, wherein attribute data can be described, representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control apparatus has generated.

60. The data terminal apparatus according to claim 58, wherein attribute data is described, representing means for transferring money and settling charge between

players concerning new program data and auxiliary data items the edit control apparatus has generated by changing the order in which the items of the content data are to be transmitted.

61. The data terminal apparatus according to claim 58, wherein attribute data is described, representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control apparatus has generated by skipping a certain auxiliary data item.

62. The data terminal apparatus according to claim 58, wherein attribute data is described, representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control apparatus has generated by transmitting additional auxiliary data items.

63. The data terminal apparatus according to claim 52, wherein attribute data is described, representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated by the edit control apparatus.

64. The data terminal apparatus according to claim 52, wherein attribute data is described, representing conditions of limiting the transmission of new program data and auxiliary data items which have been generated by the edit control apparatus.

65. The data terminal apparatus according to claim 64, wherein attribute data is described, representing conditions of changing the order in which the program data and auxiliary data items are to be transmitted, in accordance with the relation between

the program data and the auxiliary data items.

66. The data terminal apparatus according to claim 64, wherein attribute data is described, representing conditions of stopping the transmission of the program data and auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

67. The data terminal apparatus according to claim 64, wherein attribute data is described, representing conditions of limiting the transmission of additional auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

68. The data terminal apparatus according to claim 64, wherein the data attribute data is described, representing conditions of acquiring additional auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

69. A method of providing data, comprising the steps of:

transmitting a continuous stream of content data that consists of multimedia content groups, each composed of program data and auxiliary data items;

performing an operation on the attributes of each program data and auxiliary data items, thereby automatically assembling new content data; and

selecting the auxiliary data items to be inserted into the program data in accordance with the new content data, thereby to transmit a continuous stream of content data that consists of multimedia content groups, each composed of the program data and the auxiliary data items.

70. The method according to claim 69, wherein a data server apparatus changes the order of the items of the new content data which consists of multimedia content groups, each consisting of the program data and the auxiliary data items, and for outputting the items of the new content data in the order changed, thereby to transmit the items of the new content data in the order changed.

71. The method according to claim 69, wherein a data server apparatus skips a certain auxiliary data items contained in the new content data which consists of multimedia content groups, each consisting of the program data and the auxiliary data items, thereby to transmit the new content data.

72. The method according to claim 69, wherein a data server apparatus transmits additional auxiliary data items, together with the new content data which consists of multimedia content groups, each consisting of the program data and the auxiliary data items.

73. The method according to claim 69, wherein a data terminal apparatus changes the order of the items of the new content data which consists of multimedia content groups, each consisting of the program data and the auxiliary data items, and for outputting the items of the new content data in the order changed, thereby to transmit the items of the new content data in the order changed.

74. The method according to claim 69, wherein a data terminal apparatus skips a certain auxiliary data items contained in the new content data which consists of multimedia content groups, each consisting of the program data and the auxiliary data

items, thereby to transmit the new content data.

75. The method according to claim 69, wherein a data terminal apparatus transmits additional auxiliary data items, together with the new content data which consists of multimedia content groups, each consisting of the program data and the auxiliary data items.

76. The method according to claim 69, wherein attribute data can be described, representing means for transferring money and settling charge between players concerning the program data and auxiliary data items, thereby to transmit the program data and transmit the auxiliary data items in a prescribed order, from a data server apparatus.

77. The method according to claim 76, wherein the data server apparatus can describe attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated.

78. The method according to claim 77, wherein the data server apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated by changing the order in which the items of the content data are to be transmitted.

79. The method according to claim 77, wherein the data server apparatus describes attribute data representing means for transferring money and settling charge between

players concerning new program data and auxiliary data items which have been generated by skipping a certain auxiliary data item.

80. The method according to claim 77, wherein the data server apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated by transmitting additional auxiliary data items.

81. The method according to claim 80, wherein the data server apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated from the additional auxiliary data items.

82. The method according to claim 69, wherein a data terminal apparatus can describe attribute data representing means for transferring money and settling charge between players concerning the program data and auxiliary data items, thereby to transmit the program data and transmit the auxiliary data items in a prescribed order, from a data terminal apparatus.

83. The method according to claim 82, wherein the data terminal apparatus can describe attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated.

84. The method according to claim 82, wherein the data terminal apparatus describes attribute data representing means for transferring money and settling charge

between players concerning new program data and auxiliary data items which have been generated by changing the order in which the items of the content data are to be transmitted.

85. The method according to claim 82, wherein the data terminal apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated by skipping a certain auxiliary data item.

86. The method according to claim 82, wherein the data terminal apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated by transmitting additional auxiliary data items.

87. The method according to claim 86, wherein the data terminal apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated from the additional auxiliary data items.

88. The method according to claim 69, wherein a data server apparatus describes attribute data representing conditions of limiting the transmission of new program data and auxiliary data items which have been generated.

89. The method according to claim 88, wherein the data server apparatus describes attribute data representing conditions of changing the order in which the program data and auxiliary data items are to be transmitted, in accordance with the relation between

the program data and the auxiliary data items.

90. The method according to claim 88, wherein the data server apparatus describes attribute data representing conditions of stopping the transmission of the program data and auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

91. The method according to claim 88, wherein the data server apparatus describes attribute data representing conditions of limiting the transmission of additional auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

92. The method according to claim 88, wherein the data server apparatus describes attribute data representing conditions of acquiring additional auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

93. The method according to claim 69, wherein a data terminal apparatus describes attribute data representing conditions of limiting the transmission of the program data and auxiliary data items.

94. The method according to claim 93, wherein the data terminal apparatus describes attribute data representing conditions of changing the order in which the program data and auxiliary data items are to be transmitted, in accordance with the relation between the program data and the auxiliary data items.

95. The method according to claim 93, wherein the data terminal apparatus describes attribute data representing conditions of stopping the transmission of the

program data and auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

96. The method according to claim 93, wherein the data terminal apparatus describes attribute data representing conditions of limiting the transmission of additional auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

97. The method according to claim 93, wherein the data terminal apparatus describes attribute data representing conditions of acquiring additional auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

98. A data-providing system comprising:

a first data-transmitting section for transmitting a continuous stream of content data that consists of multimedia content groups, each composed of program data and auxiliary data items;

an edit control section for performing an operation on the attributes of each program data and auxiliary data items and the profile data of a user apparatus, thereby automatically assembling new data; and

a second data-transmitting section for selecting the auxiliary data items to be inserted into the program data in accordance with the new data assembled by the edit control section, thereby to transmit a continuous stream of content data that consists of multimedia content groups, each composed of the program data and the auxiliary

data items.

99. The system according to claim 98, further comprising a data server apparatus for changing the order of the items of the content data which has been assembled by the edit control section and which consists of multimedia content groups, each consisting of the program data and the auxiliary data items, and for outputting the items of content data in the order changed, thereby to transmit the content data.

100. The system according to claim 98, further comprising a data server apparatus for skipping a certain auxiliary data items contained in the content data which has been assembled by the edit control section and which consists of multimedia content groups, each consisting of the program data and the auxiliary data items, thereby to transmit the content data.

101. The system according to claim 98, further comprising a data server apparatus for transmitting additional auxiliary data items, together with the content data which has been assembled by the edit control section and which consists of multimedia content groups, each consisting of the program data and the auxiliary data items.

102. The system according to claim 101, wherein the data server apparatus acquires the additional auxiliary data items from an external system, by the use of the edit control section.

103. The system according to claim 101, wherein the data server apparatus incorporates means for generating the additional auxiliary data items.

104. The system according to claim 98, further comprising a data terminal apparatus

for changing the order of the items of the content data which has been assembled by the edit control section and which consists of multimedia content groups, each consisting of the program data and the auxiliary data items, and for transmitting the items of content data in the order changed.

105. The system according to claim 98, further comprising a data terminal apparatus for skipping a certain auxiliary data items contained in the content data which has been assembled by the edit control section and which consists of multimedia content groups, each consisting of the program data and the auxiliary data items, thereby to transmit the content data.

106. The system according to claim 98, further comprising a data terminal apparatus for transmitting additional auxiliary data items, together with the content data which has been assembled by the edit control section and which consists of multimedia content groups, each consisting of the program data and the auxiliary data items.

107. The system according to claim 106, wherein the data terminal apparatus acquires the additional auxiliary data items from an external system, by the use of the edit control section.

108. The system according to claim 106, wherein the data terminal apparatus incorporates means for generating the additional auxiliary data items.

109. The system according to claim 98, wherein the program data and the auxiliary data items have an attribute each, which can be transferred to a position remote from the program data and the auxiliary data items.

110. The system according to claim 98, further comprising a data server apparatus for describing attribute data representing means for transferring money and settling charge between players concerning the program data and the auxiliary data items before the program data and auxiliary data items are transmitted in a prescribed order.

111. The system according to claim 110, wherein the data server apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated by the edit control section.

112. The system according to claim 111, wherein the data server apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control section have generated by changing the order in which the items of the content data are to be transmitted.

113. The system according to claim 111, wherein the data server apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control section have generated by skipping a certain auxiliary data item.

114. The system according to claim 111, wherein the data server apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control section have generated by transmitting additional auxiliary data items.

115. The system according to claim 114, wherein the data server apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which are generated from the additional auxiliary data items.

116. The system according to claim 98, further comprising a data terminal apparatus for describing attribute data representing means for transferring money and settling charge between players concerning the program data and the auxiliary data items before the program data and auxiliary data items are transmitted in a prescribed order.

117. The system according to claim 116, wherein the data terminal apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated by the edit control section.

118. The system according to claim 116, wherein the data terminal apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control section have generated by changing the order in which the items of the content data are to be transmitted.

119. The system according to claim 116, wherein the data terminal apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control section have generated by skipping a certain auxiliary data item.

120. The system according to claim 116, wherein the data terminal apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control section have generated by transmitting additional auxiliary data items.

121. The system according to claim 120, wherein the data server apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which are generated from the additional auxiliary data items.

122. The system according to claim 98, further comprising a data server apparatus for describing attribute data representing conditions of limiting the transmission of new program data and auxiliary data items which have been generated by the edit control apparatus.

123. The system according to claim 122, wherein the data server apparatus describes attribute data representing conditions of changing the order in which the program data and auxiliary data items are to be transmitted, in accordance with the relation between the program data and the auxiliary data items.

124. The system according to claim 122, wherein the data server apparatus describes attribute data representing conditions of stopping the transmission of the program data and auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

125. The system according to claim 122, wherein the data server apparatus describes

attribute data representing conditions of transmitting the program data and auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

126. The system according to claim 122, wherein the data server apparatus describes attribute data representing conditions of acquiring additional auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

127. The system according to claim 98, further comprising a data terminal apparatus for describing attribute data representing conditions of limiting the transmission of new program data and auxiliary data items which have been generated by the edit control apparatus.

128. The system according to claim 127, wherein the data terminal apparatus describes attribute data representing conditions of changing the order in which the program data and auxiliary data items are to be transmitted, in accordance with the relation between the program data and the auxiliary data items.

129. The system according to claim 127, wherein the data terminal apparatus describes attribute data representing conditions of stopping the transmission of the program data and auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

130. The system according to claim 127, wherein the data terminal apparatus describes attribute data representing conditions of transmitting the program data and auxiliary data items, in accordance with the relation between the program data and the

auxiliary data items.

131. The system according to claim 127, wherein the data terminal apparatus describes attribute data representing conditions of acquiring additional auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

132. A data server apparatus comprising:

a first data-transmitting section for transmitting a continuous stream of content data that consists of multimedia content groups, each composed of program data and auxiliary data items;

an edit control section for performing an operation on the profile data items of the attributes of each program data and auxiliary data items and the profile data of a user apparatus, thereby automatically assembling new data; and

a second data-transmitting section for selecting the auxiliary data items to be inserted into the program data in accordance with the new data assembled by the edit control section, thereby to transmit a continuous stream of content data that consists of multimedia content groups, each composed of the program data and the auxiliary data items.

133. The data server apparatus according to claim 132, wherein the edit control section changes the order of the items of the content data that consists of multimedia content groups, each composed of the program data and the auxiliary data items, thereby to transmit the items of the content data in the order changed.

134. The data server apparatus according to claim 132, wherein the edit control section skips a certain auxiliary data item contained in the content data that consists of multimedia content groups, each composed of the program data and the auxiliary data items, thereby to transmit the content data.

135. The data server apparatus according to claim 132, wherein the edit control section transmits additional auxiliary data items, together with the content data that consists of multimedia content groups, each composed of the program data and the auxiliary data items.

136. The data server apparatus according to claim 135, wherein the edit control section acquires the additional auxiliary data items from an external system.

137. The data server apparatus according to claim 135, further comprising means for generating the additional auxiliary data items.

138. The data server apparatus according to claim 132, wherein attribute data can be described, representing means for transferring money and settling charge between players concerning the program data and auxiliary data items, thereby to transmit the program data and transmit the auxiliary data items in a prescribed order.

139. The data server apparatus according to claim 138, wherein attribute data can be described, representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control apparatus has generated.

140. The data server apparatus according to claim 138, wherein attribute data is

described, representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control apparatus has generated by changing the order in which the items of the content data are to be transmitted.

141. The data server apparatus according to claim 138, wherein attribute data is described, representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control apparatus has generated by skipping a certain auxiliary data item.

142. The data server apparatus according to claim 138, wherein attribute data is described, representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control apparatus has generated by transmitting additional auxiliary data items.

143. The data server apparatus according to claim 142, wherein attribute data is described, representing means for transferring money and settling charge between players concerning new program data and auxiliary data items that have been generated from the additional auxiliary data items.

144. The data server apparatus according to claim 132, wherein attribute data is described, representing conditions of limiting the transmission of new program data and auxiliary data items which have been generated by the edit control apparatus.

145. The data server apparatus according to claim 144, wherein attribute data is described, representing conditions of changing the order in which the program data

and auxiliary data items are to be transmitted, in accordance with the relation between the program data and the auxiliary data items.

146. The data server apparatus according to claim 144, wherein attribute data is described, attribute data is described, representing conditions of stopping the transmission of the program data and auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

147. The data server apparatus according to claim 144, wherein attribute data is described, representing conditions of limiting the transmission of additional auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

148. The data server apparatus according to claim 144, wherein the data attribute data is described, representing conditions of acquiring additional auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

149. A data terminal apparatus comprising:

a first data-transmitting section for receiving a continuous stream of content data that consists of multimedia content groups, each composed of program data and auxiliary data items;

an edit control section for performing an operation on the attributes of each program data and auxiliary data items and the profile data of a user apparatus, thereby automatically assembling new data; and

a second data-transmitting section for selecting the auxiliary data items to be

inserted into the program data in accordance with the new data assembled by the edit control section, thereby to transmit a continuous stream of content data that consists of multimedia content groups, each composed of the program data and the auxiliary data items.

150. The data terminal apparatus according to claim 149, wherein the edit control section changes the order of the items of the content data that consists of multimedia content groups, each composed of the program data and the auxiliary data items, thereby to transmit the items of the content data in the order changed.

151. The data terminal apparatus according to claim 149, wherein the edit control section skips a certain auxiliary data item contained in the content data that consists of multimedia content groups, each composed of the program data and the auxiliary data items, thereby to transmit the content data.

152. The data terminal apparatus according to claim 149, wherein the edit control section transmits additional auxiliary data items, together with the content data that consists of multimedia content groups, each composed of the program data and the auxiliary data items.

153. The data terminal apparatus according to claim 152, wherein the edit control section acquires the additional auxiliary data items from an external system.

154. The data terminal apparatus according to claim 152, further comprising means for generating additional auxiliary data items.

155. The data terminal apparatus according to claim 149, wherein attribute data can

be described, representing means for transferring money and settling charge between players concerning the program data and auxiliary data items, thereby to transmit the program data and transmit the auxiliary data items in a prescribed order.

156. The data terminal apparatus according to claim 155, wherein attribute data can be described, representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control apparatus has generated.

157. The data terminal apparatus according to claim 155, wherein attribute data is described, representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control apparatus has generated by changing the order in which the items of the content data are to be transmitted.

158. The data terminal apparatus according to claim 155, wherein attribute data is described, representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control apparatus has generated by skipping a certain auxiliary data item.

159. The data terminal apparatus according to claim 155, wherein attribute data is described, representing means for transferring money and settling charge between players concerning new program data and auxiliary data items the edit control apparatus has generated by transmitting additional auxiliary data items.

160. The data terminal apparatus according to claim 159, wherein attribute data is

described, representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated by the edit control apparatus.

161. The data terminal apparatus according to claim 149, wherein attribute data is described, representing conditions of limiting the transmission of new program data and auxiliary data items which have been generated by the edit control apparatus.

162. The data terminal apparatus according to claim 161, wherein attribute data is described, representing conditions of changing the order in which the program data and auxiliary data items are to be transmitted, in accordance with the relation between the program data and the auxiliary data items.

163. The data terminal apparatus according to claim 161, wherein attribute data is described, representing conditions of stopping the transmission of the program data and auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

164. The data terminal apparatus according to claim 161, wherein attribute data is described, representing conditions of limiting the transmission of additional auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

165. The data terminal apparatus according to claim 161, wherein the data attribute data is described, representing conditions of acquiring additional auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

166. A method of providing data, comprising the steps of:

transmitting a continuous stream of content data that consists of multimedia content groups, each composed of program data and auxiliary data items;

performing an operation on the attributes of each program data and auxiliary data items and the profile data of a user apparatus, thereby automatically assembling new content data; and

selecting the auxiliary data items to be inserted into the program data in accordance with the new content data, thereby to transmit a continuous stream of content data that consists of multimedia content groups, each composed of the program data and the auxiliary data items.

167. The method according to claim 166, wherein a data server apparatus changes the order of the items of the new content data which consists of multimedia content groups, each consisting of the program data and the auxiliary data items, and for outputting the items of the new content data in the order changed, thereby to transmit the items of the new content data in the order changed.

168. The method according to claim 166, wherein a data server apparatus skips a certain auxiliary data items contained in the new content data which consists of multimedia content groups, each consisting of the program data and the auxiliary data items, thereby to transmit the new content data.

169. The method according to claim 166, wherein a data server apparatus transmits additional auxiliary data items, together with the new content data which consists of

multimedia content groups, each consisting of the program data and the auxiliary data items.

170. The method according to claim 166, wherein a data terminal apparatus changes the order of the items of the new content data which consists of multimedia content groups, each consisting of the program data and the auxiliary data items, and for outputting the items of the new content data in the order changed, thereby to transmit the items of the new content data in the order changed.

171. The method according to claim 166, wherein a data terminal apparatus skips a certain auxiliary data items contained in the new content data which consists of multimedia content groups, each consisting of the program data and the auxiliary data items, thereby to transmit the new content data.

172. The method according to claim 166, wherein a data terminal apparatus transmits additional auxiliary data items, together with the new content data which consists of multimedia content groups, each consisting of the program data and the auxiliary data items.

173. The method according to claim 166, wherein attribute data can be described, representing means for transferring money and settling charge between players concerning the program data and auxiliary data items, thereby to transmit the program data and transmit the auxiliary data items in a prescribed order, from a data server apparatus.

174. The method according to claim 173, wherein the data server apparatus can

describe attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated.

175. The method according to claim 174, wherein the data server apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated by changing the order in which the items of the content data are to be transmitted.

176. The method according to claim 174, wherein the data server apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated by skipping a certain auxiliary data item.

177. The method according to claim 174, wherein the data server apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated by transmitting additional auxiliary data items.

178. The method according to claim 177, wherein the data server apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated from the additional auxiliary data items.

179. The method according to claim 166, wherein a data terminal apparatus can

describe attribute data representing means for transferring money and settling charge between players concerning the program data and auxiliary data items, thereby to transmit the program data and transmit the auxiliary data items in a prescribed order, from a data terminal apparatus.

180. The method according to claim 179, wherein the data terminal apparatus can describe attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated.

181. The method according to claim 179, wherein the data terminal apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated by changing the order in which the items of the content data are to be transmitted.

182. The method according to claim 179, wherein the data terminal apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated by skipping a certain auxiliary data item.

183. The method according to claim 179, wherein the data terminal apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated by transmitting additional auxiliary data items.

184. The method according to claim 183, wherein the data terminal apparatus describes attribute data representing means for transferring money and settling charge between players concerning new program data and auxiliary data items which have been generated from the additional auxiliary data items.

185. The method according to claim 166, wherein a data server apparatus describes attribute data representing conditions of limiting the transmission of new program data and auxiliary data items which have been generated.

186. The method according to claim 185, wherein the data server apparatus describes attribute data representing conditions of changing the order in which the program data and auxiliary data items are to be transmitted, in accordance with the relation between the program data and the auxiliary data items.

187. The method according to claim 185, wherein the data server apparatus describes attribute data representing conditions of stopping the transmission of the program data and auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

188. The method according to claim 185, wherein the data server apparatus describes attribute data representing conditions of limiting the transmission of additional auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

189. The method according to claim 185, wherein the data server apparatus describes attribute data representing conditions of acquiring additional auxiliary data items, in

accordance with the relation between the program data and the auxiliary data items.

190. The method according to claim 166, wherein a data terminal apparatus describes attribute data representing conditions of limiting the transmission of the program data and auxiliary data items.

191. The method according to claim 190, wherein the data terminal apparatus describes attribute data representing conditions of changing the order in which the program data and auxiliary data items are to be transmitted, in accordance with the relation between the program data and the auxiliary data items.

192. The method according to claim 190, wherein the data terminal apparatus describes attribute data representing conditions of stopping the transmission of the program data and auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

193. The method according to claim 190, wherein the data terminal apparatus describes attribute data representing conditions of limiting the transmission of additional auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.

194. The method according to claim 190, wherein the data terminal apparatus describes attribute data representing conditions of acquiring additional auxiliary data items, in accordance with the relation between the program data and the auxiliary data items.